1   1.   A method comprising:

2   allowing the use of content on a content

3 receiver;

4   automatically interrupting the use of the

5 content;

6   enabling the receiver to temporarily replace the

7 content with advertising;

8   collecting information about a characteristic of

9 a receiver; and

10   providing that information to a remote processor-

11 based system to select, from an advertising database, an

12 advertising subset for use in connection with the receiver.

1   2.   The method of claim 1 including receiving an

2 advertising database and combining the database with

3 advertising available on the receiver.

1   3.   The method of claim 1 wherein determining

2 information includes monitoring the activities of the user

3 of the receiver.

1   4.   The method of claim 3 wherein determining

2 information includes developing a database of information

3 about activities undertaken by the user of the receiver.

5. The method of claim 4 including selecting advertisements stored on said remote processor-based system based on information about the user of the receiver.

6. The method of claim 5 including compiling a local electronic guide to advertising resources by accessing advertisements available on said remote processor-based system.

7. The method of claim 1 including determining a characteristic of advertising and comparing said characteristic to information about the use of the receiver.

8. The method of claim 1 including enabling a variety of content to be selected for play at any time.

9. The method of claim 1 including automatically replacing the content with advertising after allowing content to be used for a predetermined amount of time.

10. The method of claim 1 including automatically determining at predetermined times whether to replace the content.

1   11.   An article comprising a medium for storing
2 instructions that enable a receiver to:
3   allow the use of content on the system;
4   automatically interrupt the use of the content;
5   enable the system to temporarily replace the
6 content with advertising;
7   collect information about characteristics of the
8 receiver; and
9   provide the information to a remote processor-
10 based system to select, from an advertising database, an
11 advertising subset for use in connection with the receiver.

1   12.   The article of claim 11 further storing
2 instructions that enable the receiver to enable a variety
3 of content to be selected for play at any time.

1   13.   The article of claim 11 further storing
2 instructions that enable the receiver to monitor the
3 activities of the user of the receiver.

1   14.   The article of claim 13 further storing
2 instructions that enable the receiver to develop a database
3 of information about activities undertaken by the user of
4 the receiver.

1 15. The article of claim 14 further storing
2 instructions that enable the receiver to select
3 advertisements stored on the remote processor-based system
4 based on information about the user of the receiver.

1 16. The article of claim 15 further storing
2 instructions that enable the receiver to compile a local
3 electronic guide to advertising resources by accessing
4 advertising available on the remote processor-based system.

1 17. The article of claim of 11 further storing
2 instructions that enable the receiver to determine a
3 characteristic of advertising and compare the
4 characteristic to information about the use of the
5 receiver.

1 18. The article of claim 11 further storing
2 instructions that enable the receiver to automatically
3 replace content with advertising after allowing content to
4 be used for a predetermined amount of time.

1 19. The article of claim 11 further storing
2 instructions that enable the receiver to automatically
3 determine at predetermined times whether to replace said
4 content.

1 20. The article of claim 11 further storing
2 instructions that enable the receiver to automatically
3 compile a receiver based database of advertising.

1 21. A system comprising:
2 a receiver that receives the transmission of
3 content, said receiver including a shell to enable the use
4 of content to be interrupted and temporarily replaced with
5 advertising; and
6 storage coupled to said receiver storing
7 instructions that enable said receiver to determine
8 information about the use of the receiver and use the
9 information to select the advertising.

1 22. The system of claim 21 wherein said system is a
2 television receiver.

1 23. The storage of claim 21 wherein said receiver
2 automatically replaces the content with advertising after
3 allowing content to be used for a predetermined amount of
4 time.

1 24. The system of claim 21 wherein said receiver
2 automatically determines at predetermined times whether to
3 replace the content with advertising.

1 25. The system of claim 21 wherein the receiver
2 enables a variety of content to be selected for play at any
3 time.

1   26. The system of claim 21 wherein said storage
2 stores instructions that enable the receiver to monitor the
3 activities of the user of the receiver.

1   27. The system of claim 26 wherein said storage
2 stores instructions that enable the receiver to develop a
3 database of information about activities undertaken by the
4 user of the receiver.

1   28. The system of claim 21 wherein said storage
2 stores instructions that enable the receiver to access a
3 database of available advertisements on a remote processor-
4 based system.

1   29. The system of claim 28 wherein said storage
2 stores instructions that enable the receiver to select
3 advertisements stored on said remote processor-based system
4 based on information about the user of the receiver.

1   30. The system of claim 29 wherein said storage
2 stores instructions that enable the receiver to compile a
3 local electronic guide to advertising resources by
4 accessing advertisements available on the remote processor-
5 based system.